



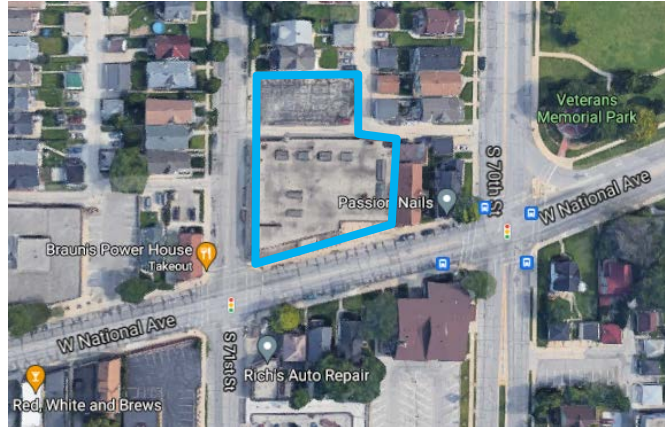
**STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, July 28, 2021
6:00 PM
City Hall – Room 128**

Watch: <https://www.youtube.com/user/westalliscitychannel>

4. **Master sign plan for All Kind Smiles, a proposed dentist office, located at 7030 W. National Ave., submitted by Rosie Olle on behalf of Max Meinerz (Tax Key No. 453-272-001).**

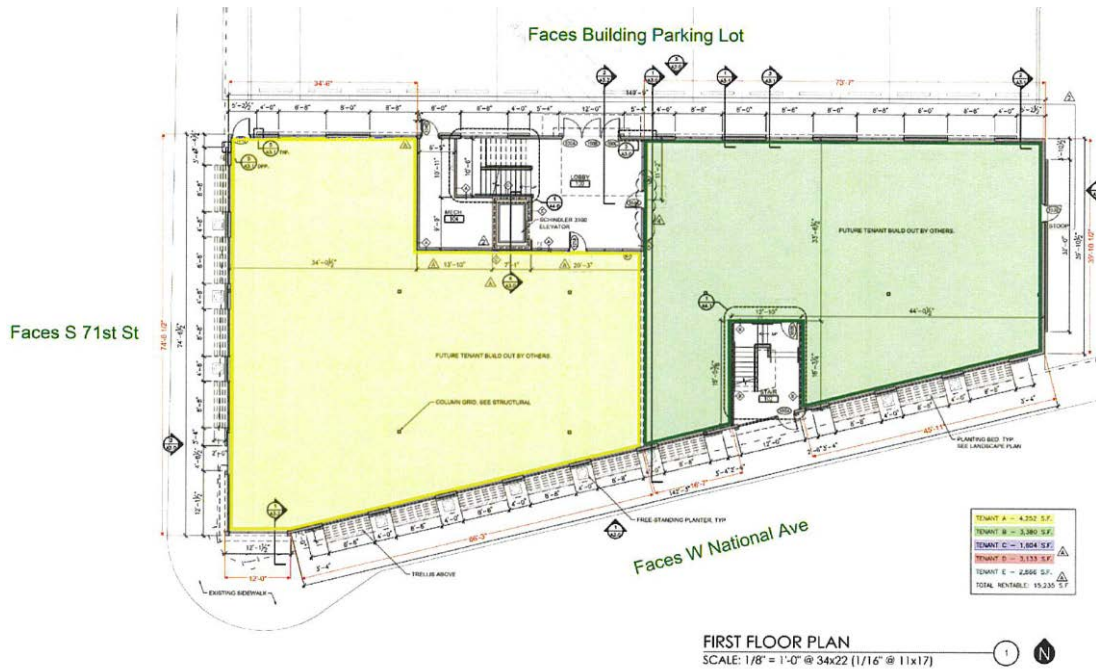
Signage Plan

Max Meinerz recently developed a five-tenant commercial building at 7030 W. National Ave. The building has been constructed and the first business, All Kind Smiles, a dentist office, has occupied the eastern tenant space on the first floor. They applied for a sign permit for the first of 5 new tenants, but the plans were over the square footage limit. The plans were revised to meet the sign code.

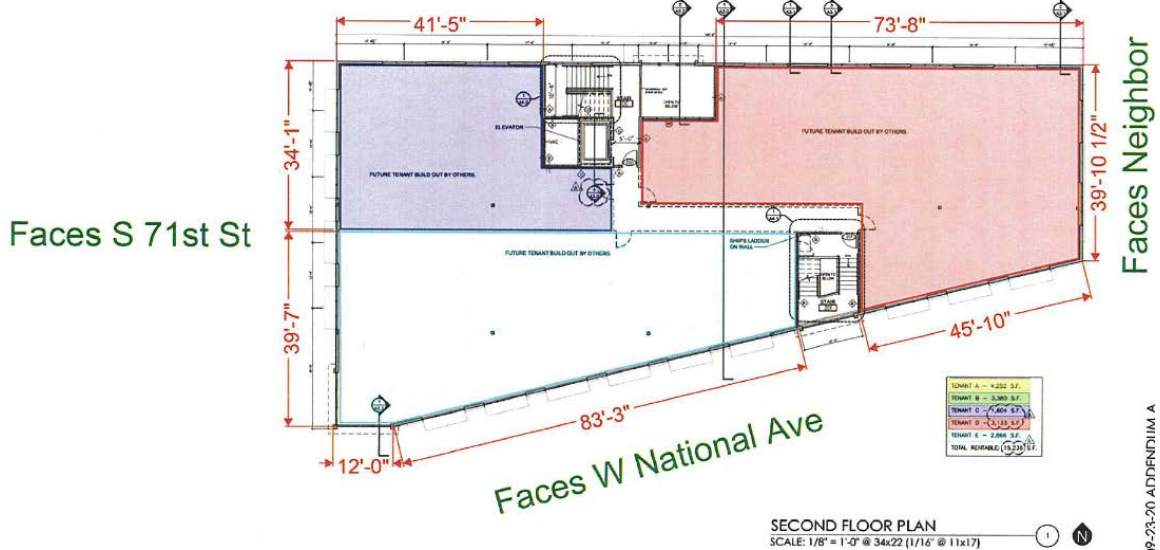


- Being a multi-tenant commercial building, staff encouraged them to apply for a Master Sign Plan, which will not only advance the first sign proposal, but also sets the stage for future signage submittals that may be approved administratively by staff if they meet the approved plan.
- Under the master sign code the frontage of each tenant is measured and is granted an allowance of up to 1.5-sf x the width of the tenant space. For the All Smiles this means 1.5-sf x 75-ft of frontage = 112.5-sf of signage. This area may be apportioned between up to two signs in this case one on the front and one on the backside of the tenant space/building.

The signage review is being considered under the master signage program where “Multi-tenant commercial buildings or centers of three (3) or more individual tenants” have the option to obtain Plan Commission approval for their signage plans - section [13.21\(13\) Sign Code](#).



Faces Building Parking Lot



Wall Signage – The signage ordinance indicates the following (italicized):
Number. Total number of wall signage permitted for a building or center or multi-tenant commercial building may be apportioned over two (2) building facades, but no more than one (1) sign per facade. Wall signage must be placed on an exterior wall of the business in which the sign identifies.

Area. The maximum allowable area of wall signs for eligible multi-tenant commercial buildings shall be computed as one and five-tenths (1.5) square feet per lineal foot of each tenant's frontage.

Design. Artistic qualities, design relief and articulation of signage including raised letters, framing, insets/offsets and unique shapes are encouraged.

A. *The sign face shall be constructed of aluminum, masonry, or similar product or polycarbonate with an opaque background or other approved durable materials. If internally illuminated, the sign face must be constructed of an opaque background.*

B. *Exclusively flat wall signs shall not be acceptable. Acceptable alternatives include:*

- a. *Raised/channeled letters;*
- b. *Individual letters;*
- c. *Oddly shaped signs; and*
- d. *Two-inch thick (minimum) border around the wall sign.*

- The applicant has indicated on their Master Sign Plan that they will adhere to the Building Code relating to the Master Sign Plan.



Recommendation: Staff recommends approval of the Master sign plan for All Kind Smiles, a proposed dentist office, located at 7030 W. National Ave., submitted by Rosie Olle on behalf of Max Meinerz (Tax Key No. 453-272-001). The signage is proportional to the individual tenants' frontages and number of tenants.